



Malibu Rotary Club Surfwriter

August 18, 2010

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President Christopher Bauman

Edited by Dr. John W. Elman
Pictures by Dr John W. Elman

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- **Next Week Wednesday, August 25, 2010 at 7:30 a.m. the Malibu Rotary Club will meet in the Faculty Dining Room adjacent to Fireside Room of Pepperdine University in Malibu for a club assembly in preparation of the visit of Rotary District Governor Doug Baker in the Fireside Room the following week (September 1).**
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- **Malibu Rotary Club Website:** www.MalibuRotary.org
- **Rotary International Website:** www.Rotary.org
- **Rotary District 5280 Website:** www.rotary5280la.org
- **Rotary District 5280 “Rotarians Doing Business With Rotarians” Website:** <http://yp5280.org/>
- **RI President (2010-2011) Ray Klinginsmith**
- **Rotary District 5280 Governor (2010-2011): Doug Baker**

Dean Reuter, Rotary Senior Associate Governor, Talks About New Ideas in Club Membership

Although we had originally booked **Kevin Boling** as the speaker for the August 18th meeting of the Malibu Rotary Club, looking forward to the second part of his craft talk, which we were told would be filled with the mirth and laughter that only Kevin could bring,



we were instead entertained by an equally funny guy, senior associate Rotary governor **Dean Reuter**, whose Power Point was paper and pen, and whose topic was one that every Rotary Club talks and frets about—membership.

Dean is an architect from the Torrance Rotary Club, a past President of the Del Amo Rotary Club. He has been appointed by Rotary District Governor Doug Baker to be the chairman of the District membership committee. He is definitely a people person, and membership is about people. In previous Rotary years, there has always been an emphasis on gaining membership—how many new members? What per cent increase in membership? For the last 3 years Rotary International has maintained a membership of 1.2 million people world wide. In the English-speaking countries membership has declined in each of these years. In other countries membership has increased, allowing total membership to stay the same. Dean said the economic conditions that have caused the shrinkage of membership the English speaking countries have also affected the rest of the world, but somehow membership in these other countries has been able to flourish in spite of it.

The Rotary Club of Hollywood had 150 members at one time. Now it has 11, despite the efforts of our friends Paul and Melody St John, and Bendikt and all the good work they do.

He said that Rotary District 5280 has tried all sorts of creative things to try to increase membership. Besides the traditional Rotary Clubs based on geographical area, in the metropolitan area that is Los Angeles there has been the creation of “Ethnic” clubs, like Koreatown, the Filipino club and Iranian club that is Rancho Park. He said he went to a meeting of a “New generations” club. They are all under 30 years old. Instead of meetings every week, they “hang out” at the latest trendy bar, the location of which is texted to their self phone just before the decision is made of where its going to be.

Despite various new ways of thinking and various unconventional ideas membership in the district, and the clubs that make up the district, has been dwindling. Dean said the mantra of the district is “Help us help you”. He said August is being designated as “Membership month.” Among the things the district is doing is an offering new members and their sponsors who are initiated before August 31 special deal: The new member and the sponsor get free meal and parking at the next district breakfast. The names of these new members and sponsor will be announced at the district breakfast, and so far there are 50 new members to be announced.

Of course it is always necessary to bring in new members, but what about the retention of old members? How can good members be retained? How can we stop the bleeding of members loss?

Dean said he looks at three kinds of “qualified” members.

- A Type—Those that come to every meeting. There are the ones in the room or usually there at the meetings.
- B Type—Those that sometimes come to meetings
- C Type—Potential members who were never asked.

Obviously we would like everyone to become an A type member, but when someone falls into the “B” category, and misses several meetings in a row, make sure to call them, and find out what is going on. He gave an example of “C” type that was never asked as someone he has been doing business with for years, and later went to another club’s meeting where the associate was being inducted into the club. He remembers inviting the member to come to a meeting when there was a special speaker that he thought would be interesting to the friend. He asked the friend why was he joining this other club now? He was told, “Because you never asked me to join.”

Dean said that only 10-12% of the Rotarians invite someone to a Rotary meeting, and only 5% ask someone to become a Rotarian.

As an exercise Dean had everyone in the room pick a partner next to him in the room, and each raise his right hand to swear he will bring a qualified new Rotary member (a C person) to a Rotary meeting. Because of the 4 Way Test, Dean said our growth is assured.

Finding qualified members is not as easy as it used to be. People have to be qualified not only by the good character it takes for selfless service, but also financially qualified on these troubling economic times.

The economy has taken its toll on the membership of the district with the district membership shrinking 10-15% for the year. Where traditionally we have talked about net gain, now we are trying to get to a point to break even—to not lose the good members we have.

Dean said he has calculated that the actual dues paid to RI and the district is about \$115.00 per member per year. Club meetings, giving to the Rotary Foundation and other costs are on top of that, but he said that clubs need to “think outside the box” in these rough economic times, recognize those traditionally good members who have been contributing by their participation, and might be able to give them some type of partial credit towards the full club dues by the services these members provide. He said that meetings at LA 5 Rotary cost \$45.00 each week, but there is a table there for those who don’t eat, and they don’t pay the \$45.00. Rotary would rather have participating members, the “A” members, be there weekly, than exclude them because they cannot afford the expenses generally associated with membership.

The first page of Dean’s poster presentation had 2 lines which said:

- Is it relevant?
- Let’s have fun!

This was followed by the e-mail he has as his position as Senior Assistant Governor (SAG): SAGReuter@gmail.com. He can be contacted regarding new ideas for membership recruitment and retention.

Other News and Guests from Last Malibu Club Meeting

President **Chris Bauman** was in Nashville and other places the week of August 11 (which **Kevin Boling** ably presided). Chris made up at the Rotary Club of Greenhill, TX.

Chris had a couple announcements to make: The contribution the Malibu Rotary Club has made toward the bicycles for the kid in the Dominican Republic in conjunction with President Melody St John of the Hollywood Rotary Club has been declared eligible for a District Simplified Grant. In addition Chris handed out the raffle tickets for the Paul Harris Celebration Dinner “House of Rotary” mardi gras themed November 7th held this year at the House of Blues, 8430 Sunset Blvd., West Hollywood, with tickets for the event at \$75.00 per person and raffle tickets 11 for \$100.00 (which qualifies to the \$100/per year donation to the Rotary Foundation). He asked for a show of hands for getting a possible Malibu table at the event. More information about this event is on the [Rotary District website](#).

There was a visiting Rotarian at the Malibu Rotary Club meeting of August 18, **Jeanie Gray**, who we thing was from the Rotary Club of Lompoc.


Another visitor at the August 18 Malibu Rotary Club meeting was **McKade Marshall**, a transplant from Abilene, TX, who is now living and working in Malibu as a personal assistant. McKade was making his third visit to the Malibu Rotary Club, but has already signed up for a shift in the Malibu Rotary Club booth at the Chili Cook Off.

Do you know your assignment for the Malibu Rotary Club Booth at the Chili Cook Off on September 4 and 5?

The September 4 and 5th Malibu Kiwanis Club Cook Off on the Rotary District 5280 Calendar, accessible online from our club site (www.maliburotary.org) the district website : www.rotary5280la.org, or the website of any other club in the district using Clubrunner. Because of a discussion with district office we are calling the “Malibu Chili Cook Off” because we can’t use the “K” word on the Malibu District Calendar.

Kevin Boling and Chris Bauman will be there for the entire time, but everyone else in the Malibu Rotary Club should have signed up for one (or more) of the 2 hour shifts on Saturday and Sunday from 10:00 a.m. to 6:00 p.m. Call or e-mail Chris for official signup list.



- **Date:** • Sep 4 2010 at 12:00 PM - Sep 5 2010 at 05:00 PM
- **Event Fee:** • \$10.00 per person
- **Location:**
 - Malibu Civic Center
 - Civic Center Way
 - Corner of Stuart Ranch Rd
-  **Map**
 - Malibu, CA, 90401
 - United States
- **Event Detail:**
 - The Annual Malibu Kiwanis Chili Cook Off will be held September 4th and 5th in the Malibu Civic Center area. It is a fund raiser not only for Kiwanis but other service organizations, including Malibu Rotary Club. In addition to selling water, which the Malibu Rotary Club had done for the past several years, Kevin Boling will be cooking and selling his award winning Tri-Tip Bar B-Q and burgers in the Malibu Rotary Club booth using his portable barbecue oven. Bring the whole family and enjoy the live music, food and fun.



Project TRIUMPH (Today's Revolution Is Understanding; Make Peace Happen) is a grassroots effort to bring Arab and Jewish teenagers together in the spirit of collaboration to build a shared vision for a peaceful future. The program was conceived

by Ilan Magdali of the Newbury Park Rotary Club. It brought 10 teenage Arab and 10 teenage Jewish students from Israel to a leadership camp in Simi Valley where they all learned to work together, develop leaders skills before returning to Israel to use what they learned back home. Most of us feel helpless in trying to find a solution to the constant war in the Middle East, but at least this program is trying to do something. Initially sponsorship of this program had been mostly from the Newbury Park Rotary Club and Rotary Clubs in District 5240 and private and corporate donors. Malibu Rotary Club was the first Rotary Club in Rotary District 5280 to support the project.

Pictured above are the students who were hosted in 2008 as they visited Malibu on their way to the leadership camp. Today the program no longer is bringing the students to the US. There is a partnership with the Rotary Club of Haifa and one in Italy to get Jewish and Arab students out of Israel to a place where they can learn to work together and apply this when they return to Israel. A new Pilot TRIUMPH project is being developed. It concentrates it's efforts on the students in the City of Acre in Israel as a year long program with Jewish and Arab students working together making a video documentary that strives for lifelong results. The new Pilot TRIUMPH project is a non-profit organization with Leon Berg, as its CEO.

If you would like to help with Project TRIUMPH you can contact Shoshana Brower at shobrower@gmail.com or Leon Berg at Leon.Berg@gmail.com.



Malibu Rotary Club Supports BioSand Filters in Ecuador

Malibu Rotary Club voted to send \$500 to the Rotary Club of Pontiac Michigan to help build and install BioSand Filters in Santo Domingo De Los Colorados, Ecuador. As was noted by Carol Cousineau, who, along with husband Ron brought the project to our attention, after installing the first BioSand filters in Ecuador (and pictured left), "That money would be matched by the next District Grant, which we have been assured we will get. So, for instance \$500.00 would become \$750.00.

The filters and two 5 gallon safe water containers per unit, cost around \$60.00 each, so a donation of \$500.00 would provide 12 families of five or more with 20 gallons of water each day - enough for drinking, cooking, brushing teeth, bathing and washing clothes! The filters are expected to last at least 50 years

without the need to add any expense except chlorine - available and inexpensive. That means each family will have more money to provide more nutritious food for their families, since they don't have to pay for propane to boil their water. It will mean more time to spend with their children, rather than boiling or foraging for firewood. With great improvement in the health of all the family members, fewer cases of diarrhea and stomach flu from bad water and parasites, the parents will better be able to hold down a job and provide for their families, children will be able to attend school more days and have a better future.

We are excited about this project because we anticipate that this is just the beginning. All over Ecuador, there are families struggling to survive, with a high infant mortality rate, because of bad water. This successful project will be a shining example and model. Rotary is the perfect vehicle for getting the word out about BioSand and accomplishing the goal of providing safe drinking water for the world. **BioSand** is one of the four methods of purifying water recommended for Third World Countries by the World Health Organization. (We have researched the others. Since they provide only a small amount of water for drinking, are small and ceramic, so more susceptible to breakage or deterioration, or adding so much chlorine that the people won't drink it, the concrete BioSand is by far the best choice for all but mountainous areas, where a more expensive plastic version of BioSand is an alternative.)"

For a while it looked like the matching grant process was not going to happen. When Malibu Rotarian Bill Wishard visited Ecuador in March, 2010, he was able to meet with Ecuador Past District 4400 Governor, Juan Prinz, to get project back on track.

Calendar

August 25, 2010 - Club assembly in faculty dining Room. Fireside Room is not available.

September 1, 2010 --Doug Baker, Rotary District 5280 Governor, will listen to presentations of Malibu Rotary Club Committee Chair and Speak to the Club on the activities of District 5280 for the current Rotary year.

September 4 & 5—Malibu Kiwanis Chili Cook Off (with Malibu Rotary Club participation—check duty roster for your shift—Kevin and Chris in charge)

September 8, 2010 Bob Brager "Update on Legacy Park"

Please see Malibu Rotary Club Website www.maliburotary.org for latest Calendar and future speakers